

REDGATE™ Union Square Team

A Conversation with the Union Square Somerville Redevelopment Authority

Master Developer Qualifications for Certain Union Square Disposition Parcels

RFQ # 14-49SRA

Proposal for Somerville Redevelopment Authority

March 10, 2014

REDGATE™



cbt



GREENBERG CONSULTANTS INC.

mikyoung kim design

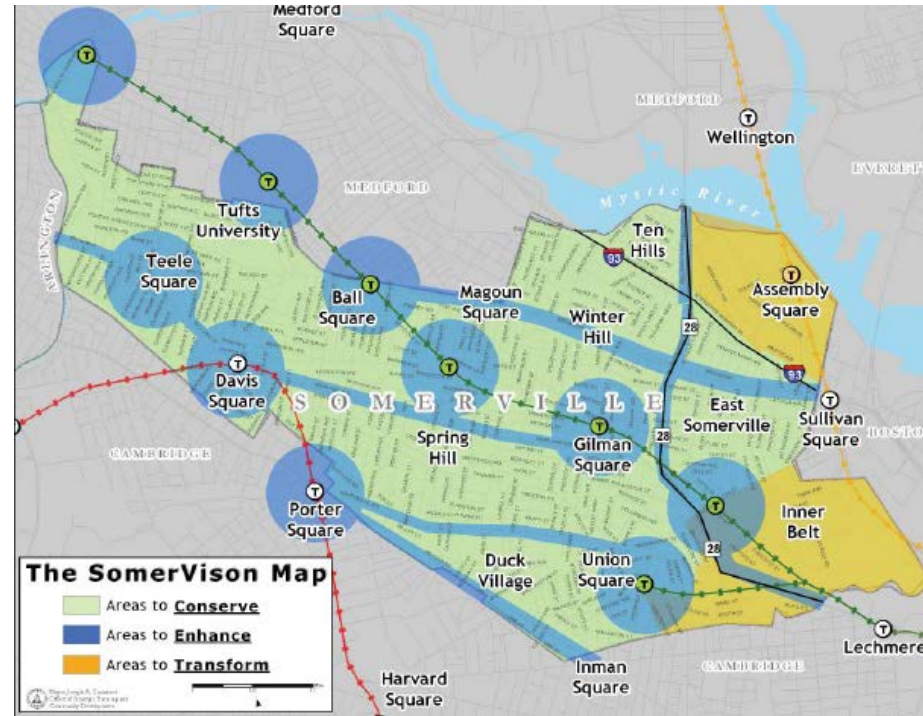


HIGHGATE
HOTELS



AGENDA

1. Overview and Recap
2. Feasibility and Innovation
3. Market Possibilities
4. Next Steps



OUR PLANNING TEAM

PUBLIC / PRIVATE PARTNERSHIP

Somerville Redevelopment Authority		
Lead Master Developer Kyle B. Warwick, Principal in Charge		
Redgate		
Lisa Serafin Principal	Damian Szary Principal	Ralph Cox Principal

Preliminary Stakeholders
MBTA
MassDOT
Union Square Post Office
Somerville Historic Preservation Commission
Local businesses, property owners, current tenants, & community
Chamber of Commerce
Union Square Main Streets
STEP
Somerville Local First
Groundwork Somerville

PLACE-MAKING

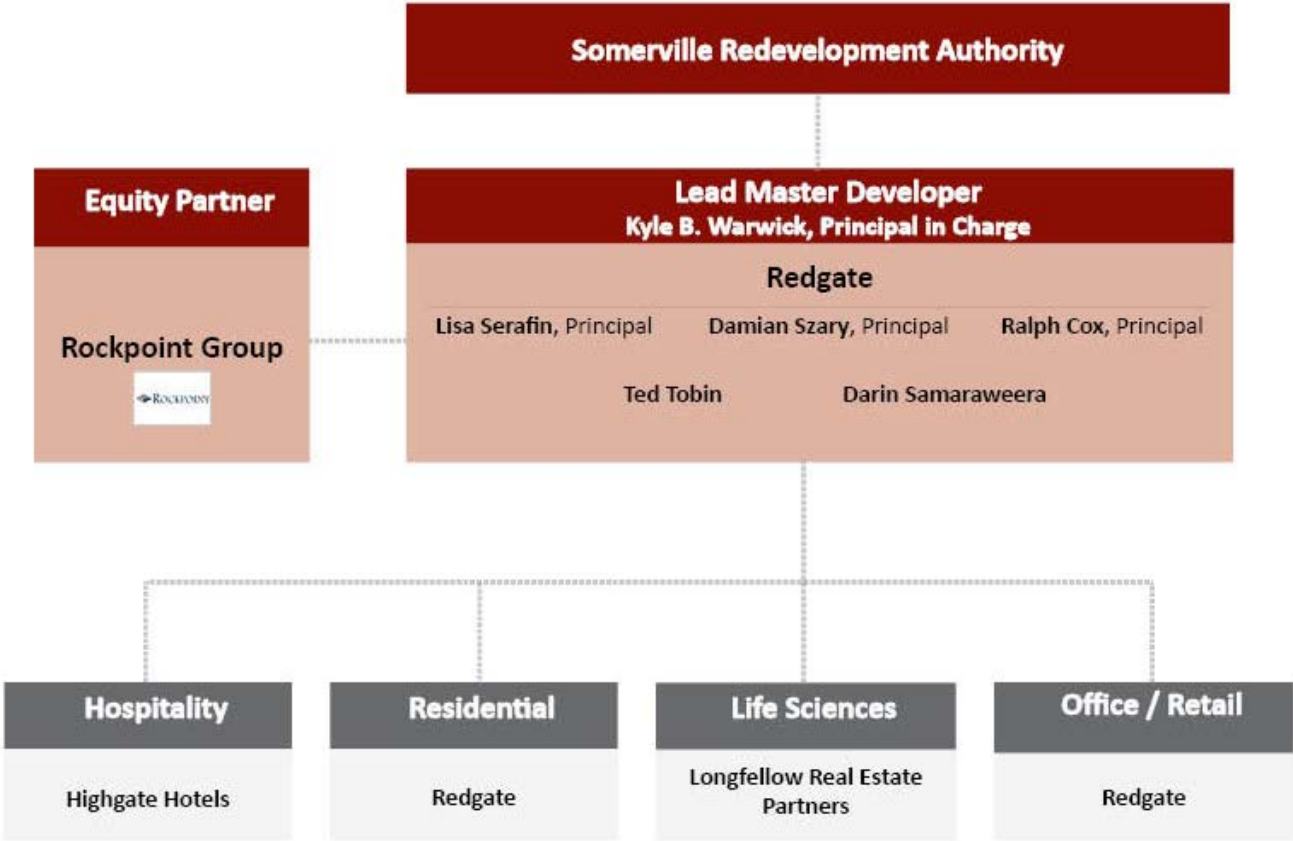
Lead Urban Designer & Master Planner Kishore Varanasi, Project Director				
CBT	Greenberg	Graffito	Howard/Stein-Hudson	Mikyoung Kim Design
David Nagahiro, AIA Design Principal	Ken Greenberg Lead Master Planner	Jesse Baerkahn Urban Advisor	Keri Pyke Transpotation Planner	Mikyoung Kim Landscape Architect
Virendra Kallianpur Urban Planner			Nathan Cabral Planner & Public Involvement Specialist	

ADVISORY

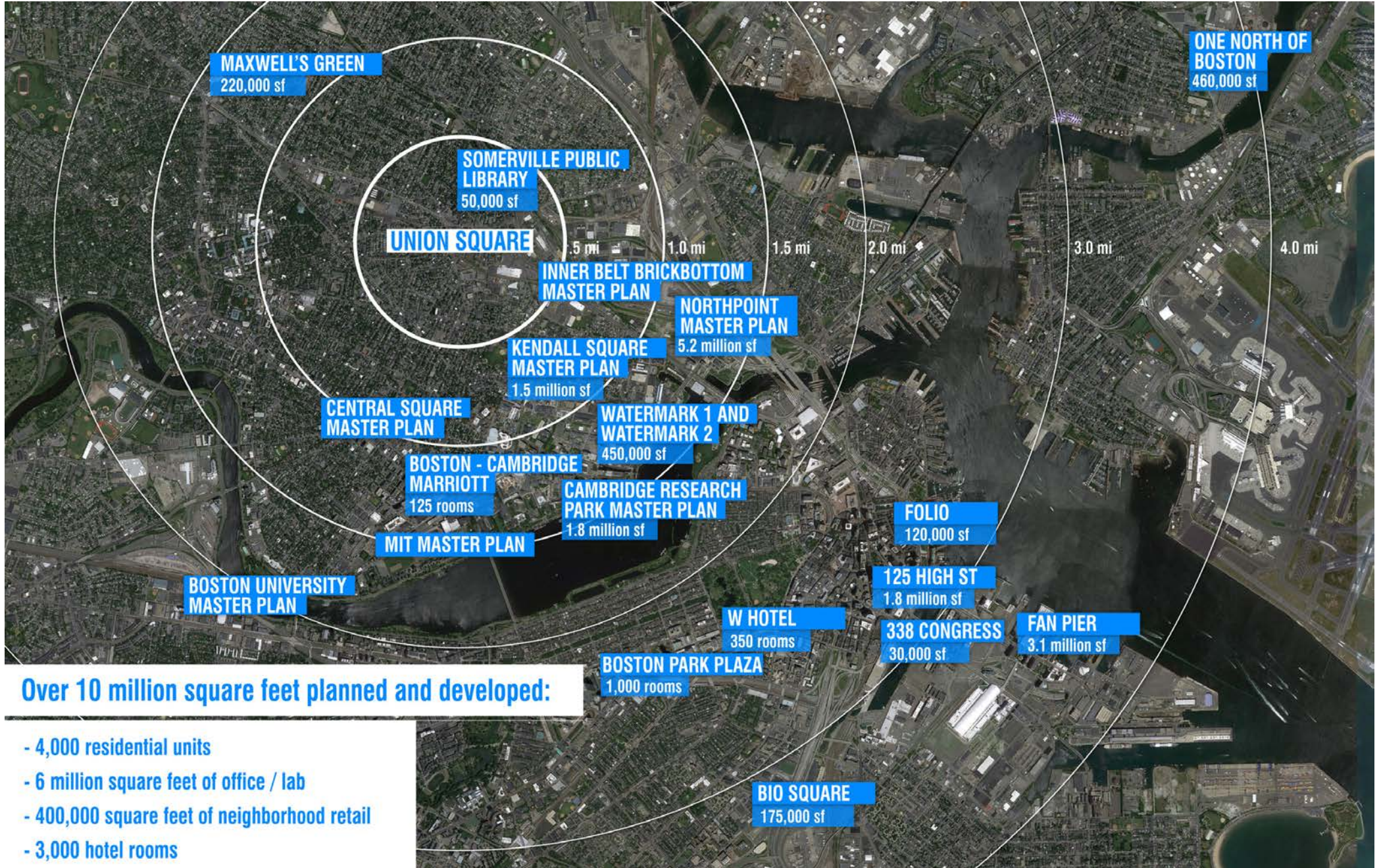
Project Sub-Consultants & Advisors				
Market Specialist	Legal	Traffic Engineer	Civil Engineer	Geoenvironmental Engineer
Debra Gould Cushman & Wakefield	Bryan Connolly DLA Piper	Joe SanClemente Howard/Stein-Hudson	Rick Latini Howard/Stein-Hudson	Ambrose Donovan McPhail Associates



OUR IMPLEMENTATION TEAM



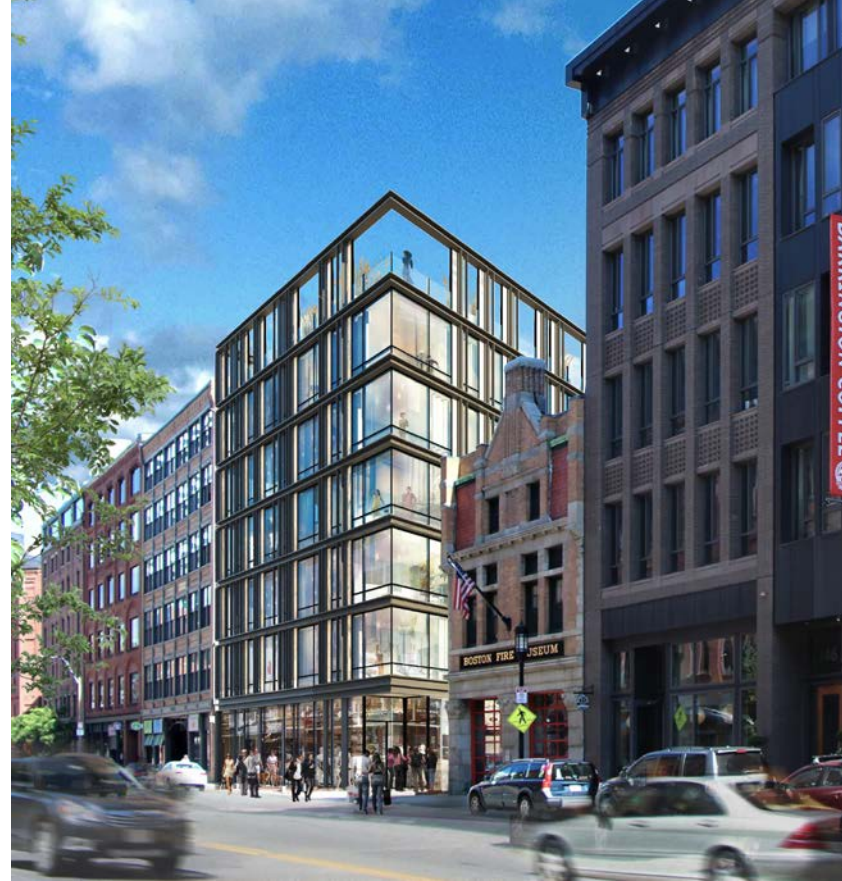
PLANNING + DEVELOPMENT PROJECTS WITHIN 4 MILES



PLANNING EXPERIENCE

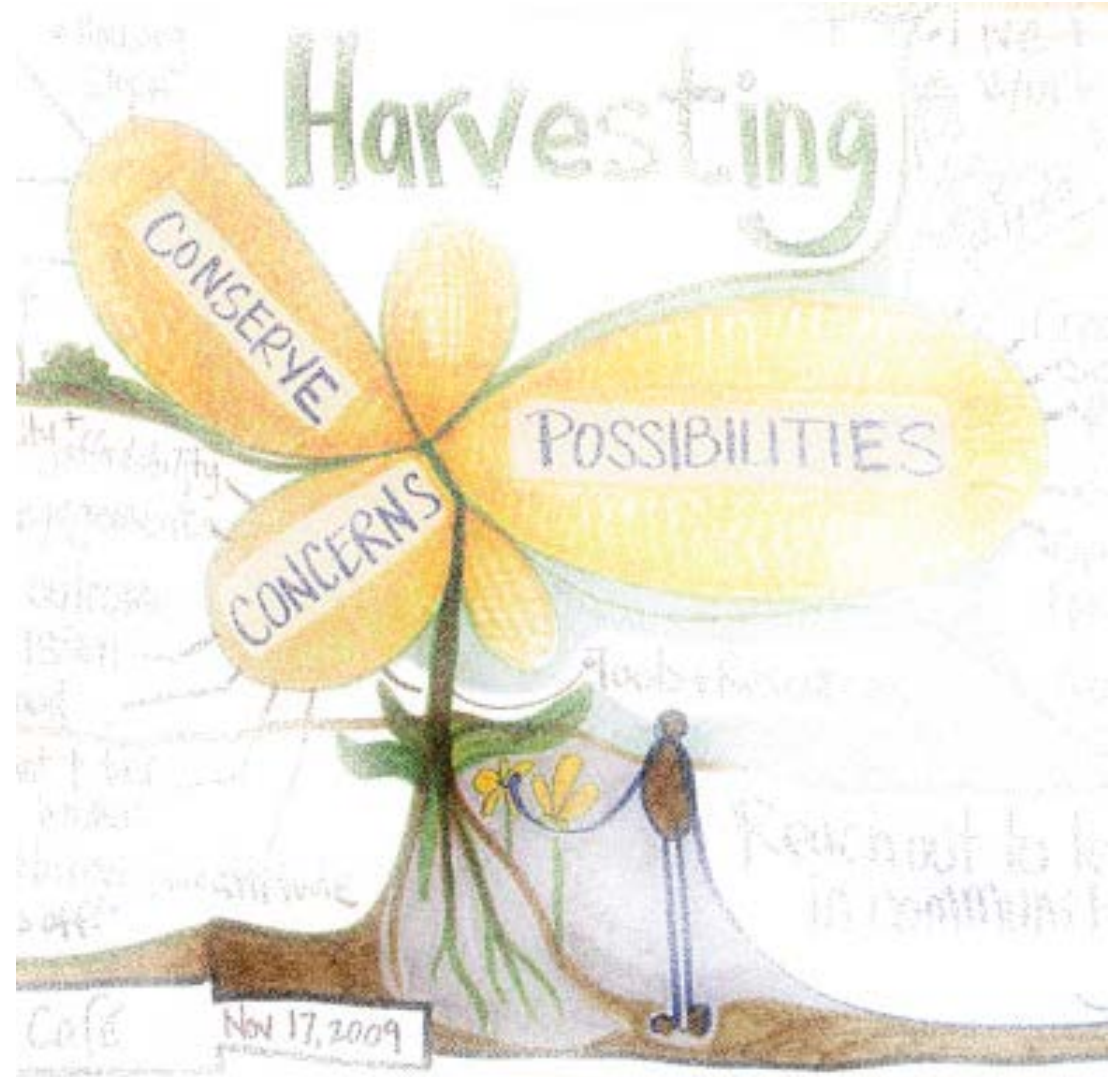


DEVELOPMENT PROJECTS



THREE THEMES

1. Planning approach
2. Community building and public realm plan
3. Delivery and implementation



SOMERVISION



THEMES

Planning process delivers public benefit

- Engaging the neighborhood in planning through a variety of tools
- Producing public benefits upfront
- Providing stewardship by joining community groups



THEMES

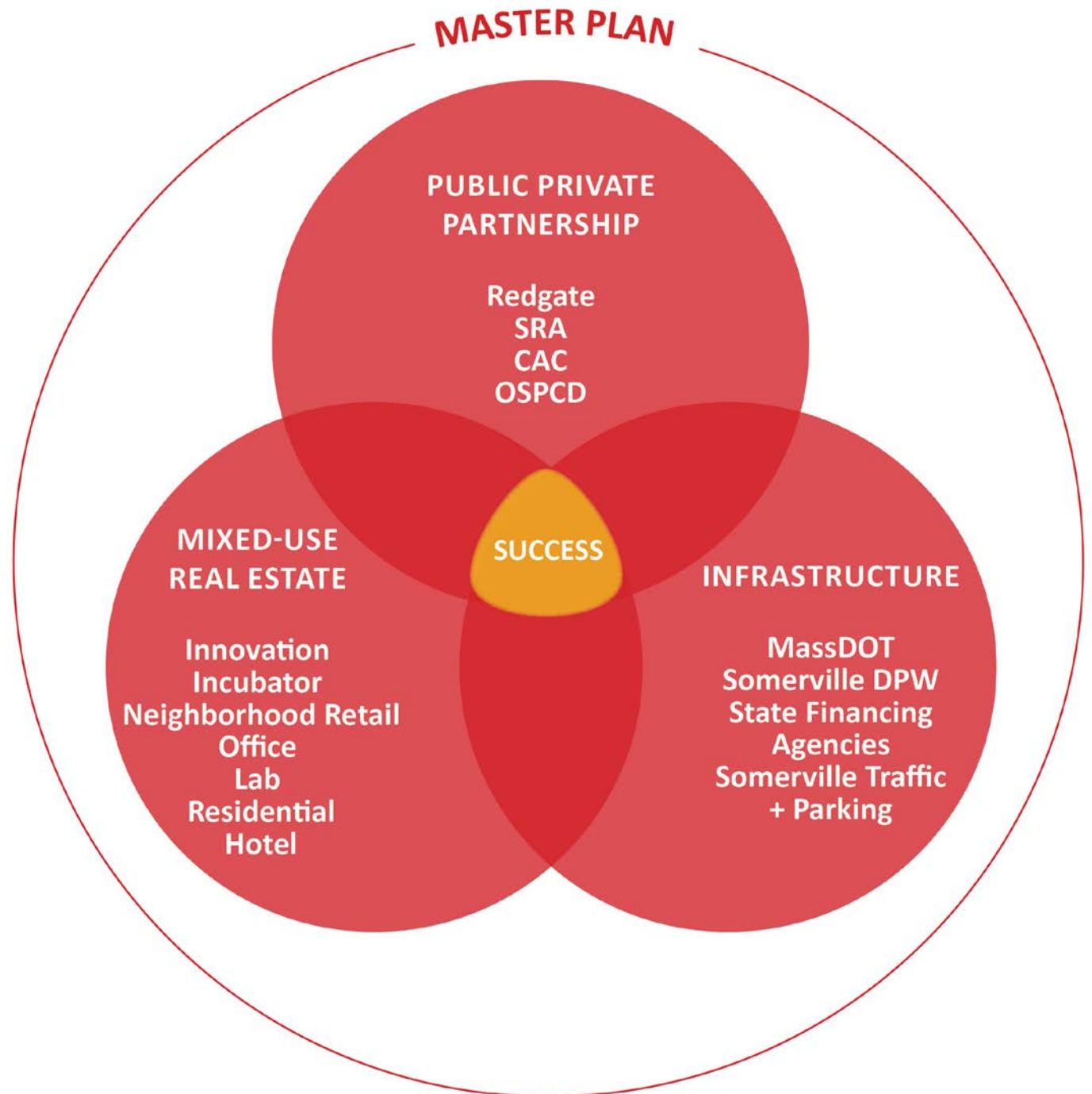
Focus on community building

- Prioritizing the **public realm**
- Focusing on **infrastructure delivery** and coordination
- Emphasis on placemaking through **retail, ground floor, public spaces, and public art**



THEMES

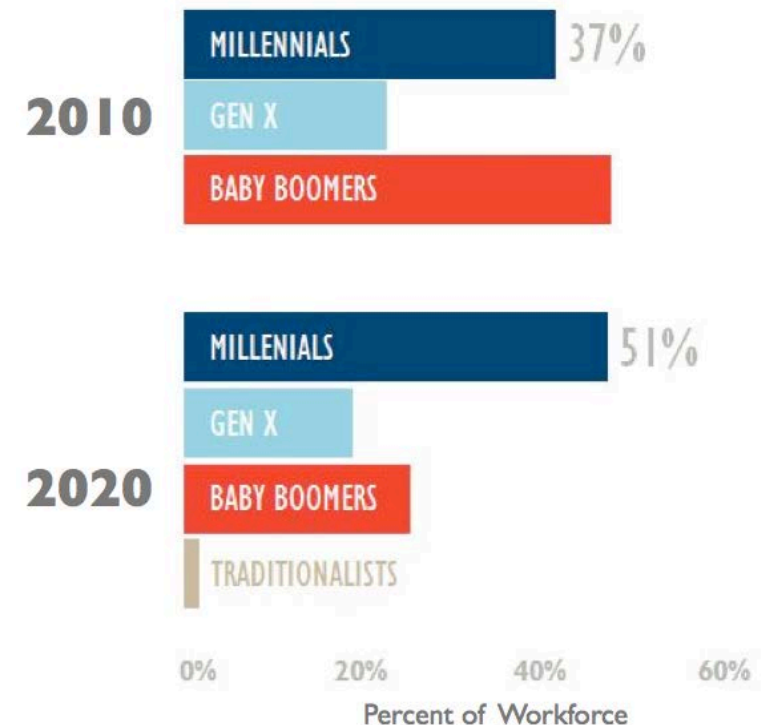
Delivery and implementation



MIXED-USE REAL ESTATE

Millennials are the future

- Desiring locations with strong **live, work, play** fundamentals
- Emphasis on **cool urban spaces** for brand identity
- Flight to value and **growth opportunities**















MIXED-USE REAL ESTATE

Recent relocations in the market

- Emphasizing **live, work, play**
- Growing national **urban trend**
- **Focusing on talent** recruitment
- Slowing development of new office
- Attracting **market-average size tenants of 10,000 – 12,000 SF**

Recent Relocations

 80,000 SF Cambridge	 50,000 SF Cambridge	 38,023 SF Cambridge
 82,000 SF Watertown	 16,500 SF Wellesley	 14,908 SF Concord
 1.2 MSF Cambridge	 64,000 SF	 100,000 SF Woburn
 34,424 SF Watertown	 33,000 SF Watertown	 33,000 SF Cambridge



REDGATE™ - The Right Team

- Contributing **world-class qualifications** and experience
- Bringing **unique sensitivity** to community building
- Maintaining **authenticity** and sense of place

